

Six Elements of Relevance

Ross Shafer

Are You Relevant?

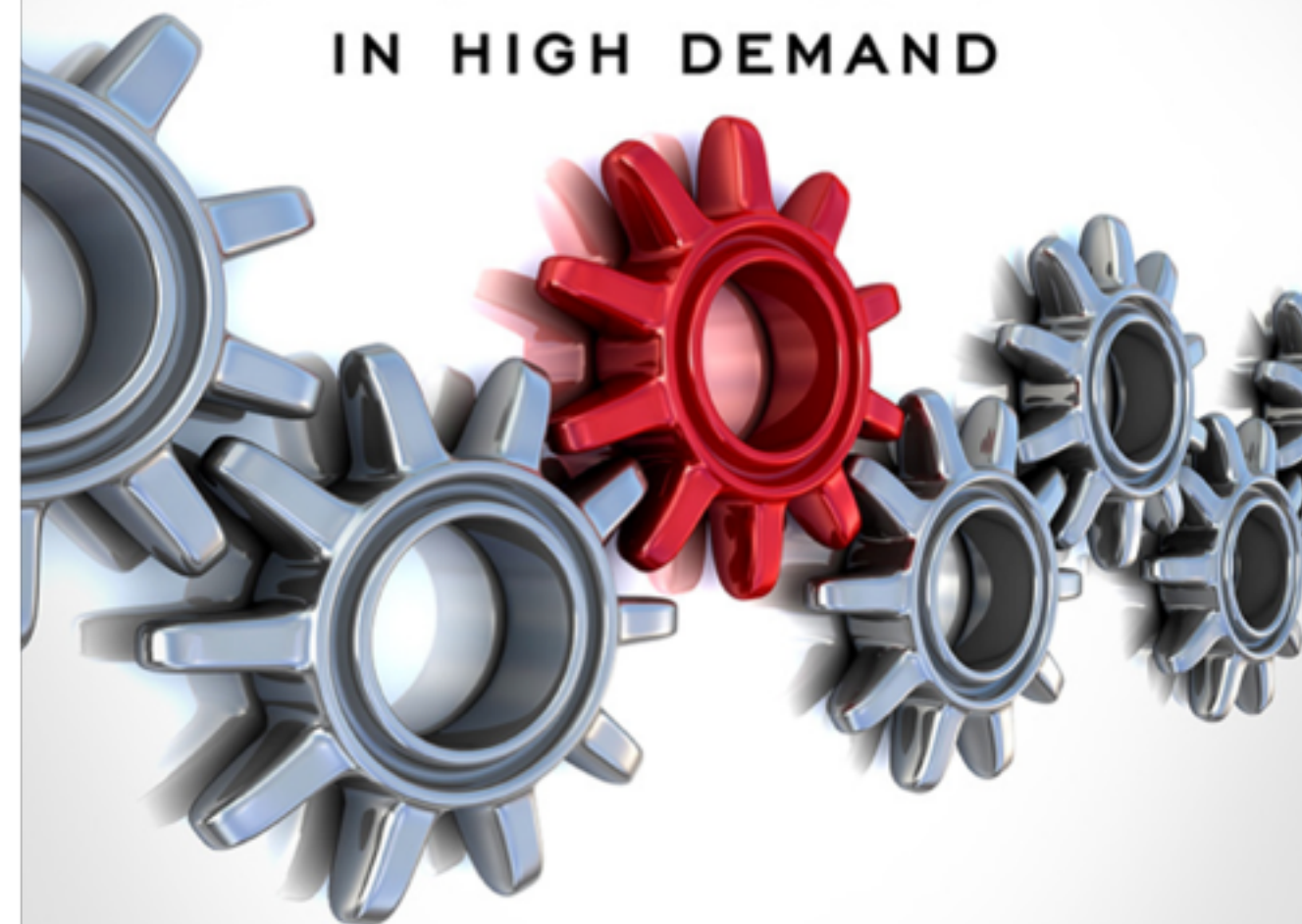


TWELVE REASONS SMART ORGANIZATIONS
THRIVE IN ANY ECONOMY

ROSS SHAFER

ABSOLUTELY NECESSARY

HOW TO KEEP YOURSELF
IN HIGH DEMAND



ROSS SHAFER
MICHAEL BURGER

What is Relevance?



Female Buying Power

***84% of all Consumer Purchases**

***Fastest growing Small Business segment**

***3.4% Unemployment**

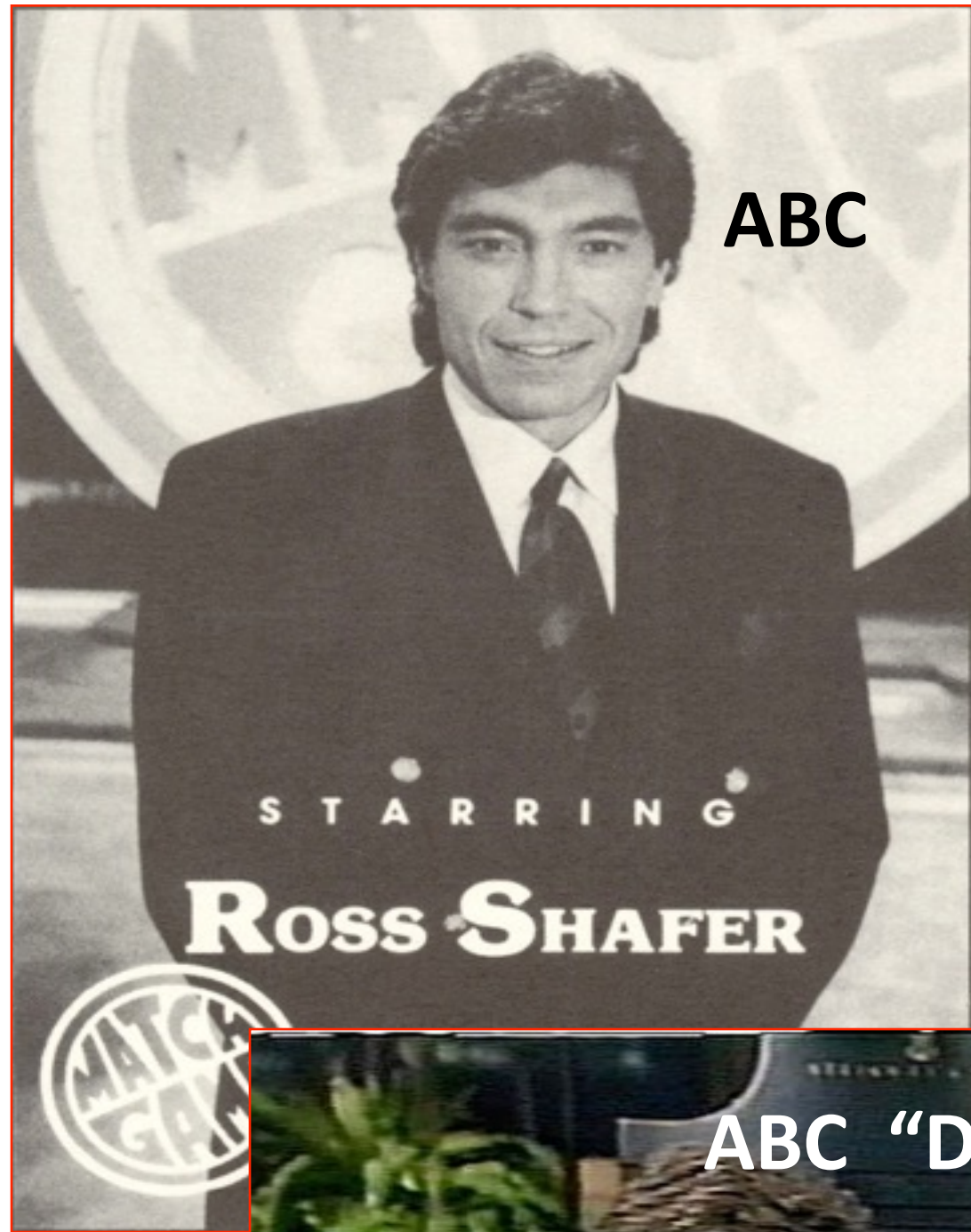
***45 year old Women have most buying influence**

***73% will change financial advisors upon husband's death**

Moving Targets Require “Fluid Focus”







ABC

STARRING
ROSS SHAFER



NBC

ALMOST
LIVE!



USA

THE ALLURING, AMUSING, AND HIGHLY REVEALING
GAME OF ROMANTIC PURSUIT.

**LOVE ME
LOVE ME
NOT**

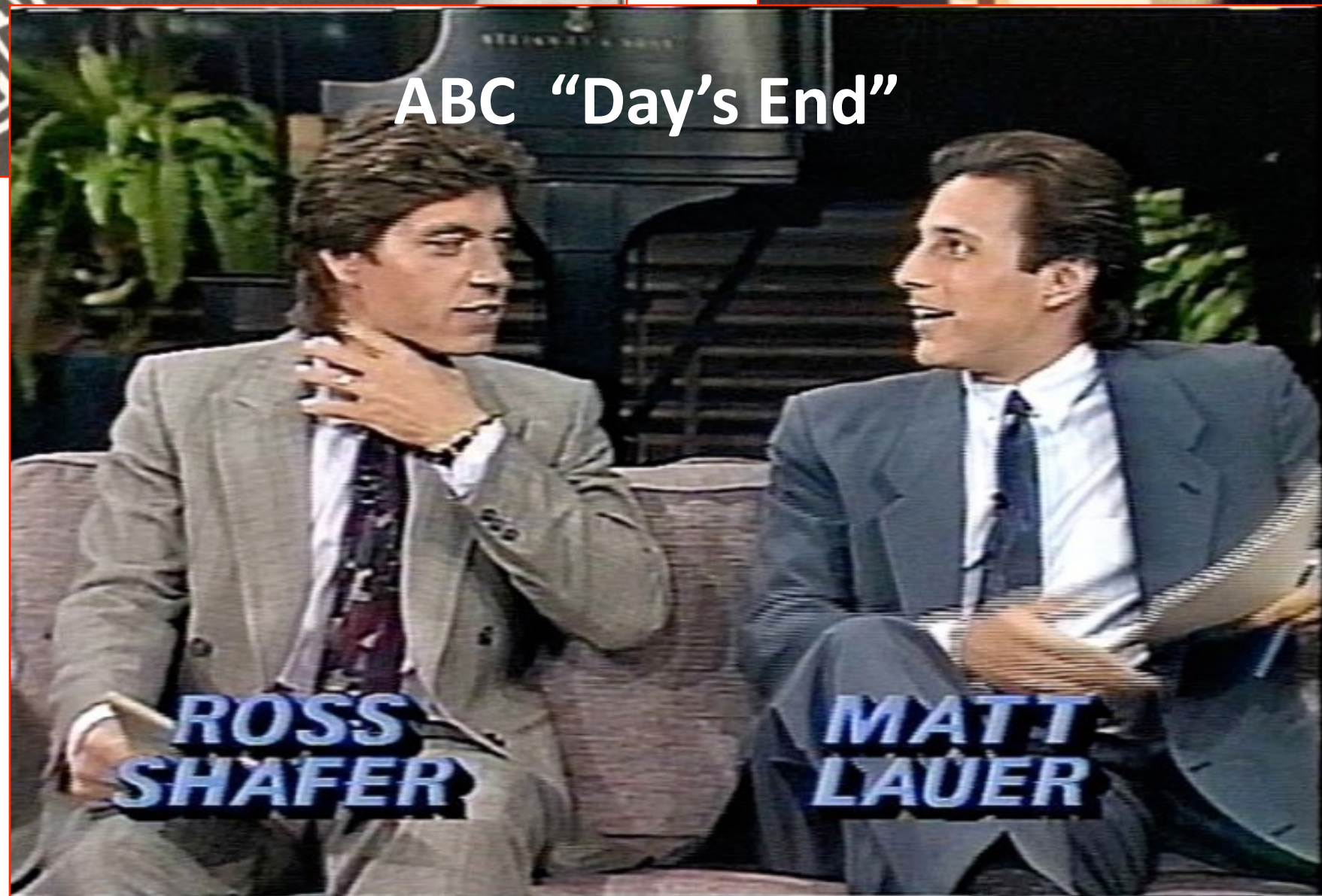
YOU'LL LOVE IT AT FIRST SIGHT!

ROSS SHAFER
IS YOUR HOST FOR TV'S
MOST PROVOCATIVE
NEW HALF-HOUR
GAME SHOW STRIP.*

USA



TELEVISION
*YOUR USE OF TELEVISION WILL EXCEED ONE MINUTE FOR NATIONAL SALES.



ABC "Day's End"

**ROSS
SHAFER**

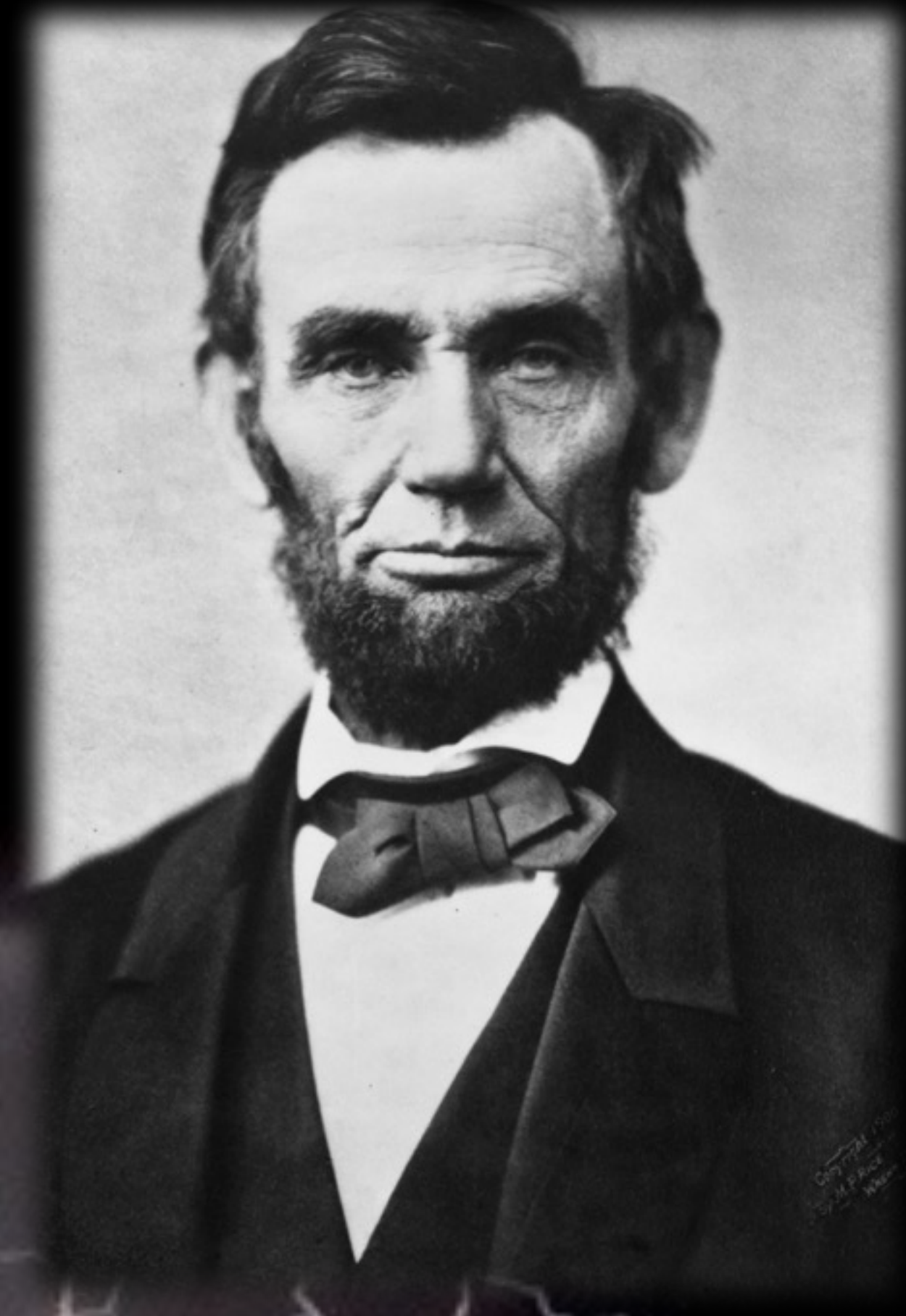
**MATT
LAUER**



FOX "LATE SHOW"



“With public sentiment,
nothing can fail.
Without it, nothing can
succeed.”



ABRAHAM LINCOLN

COOK-LIKE- A-STUD

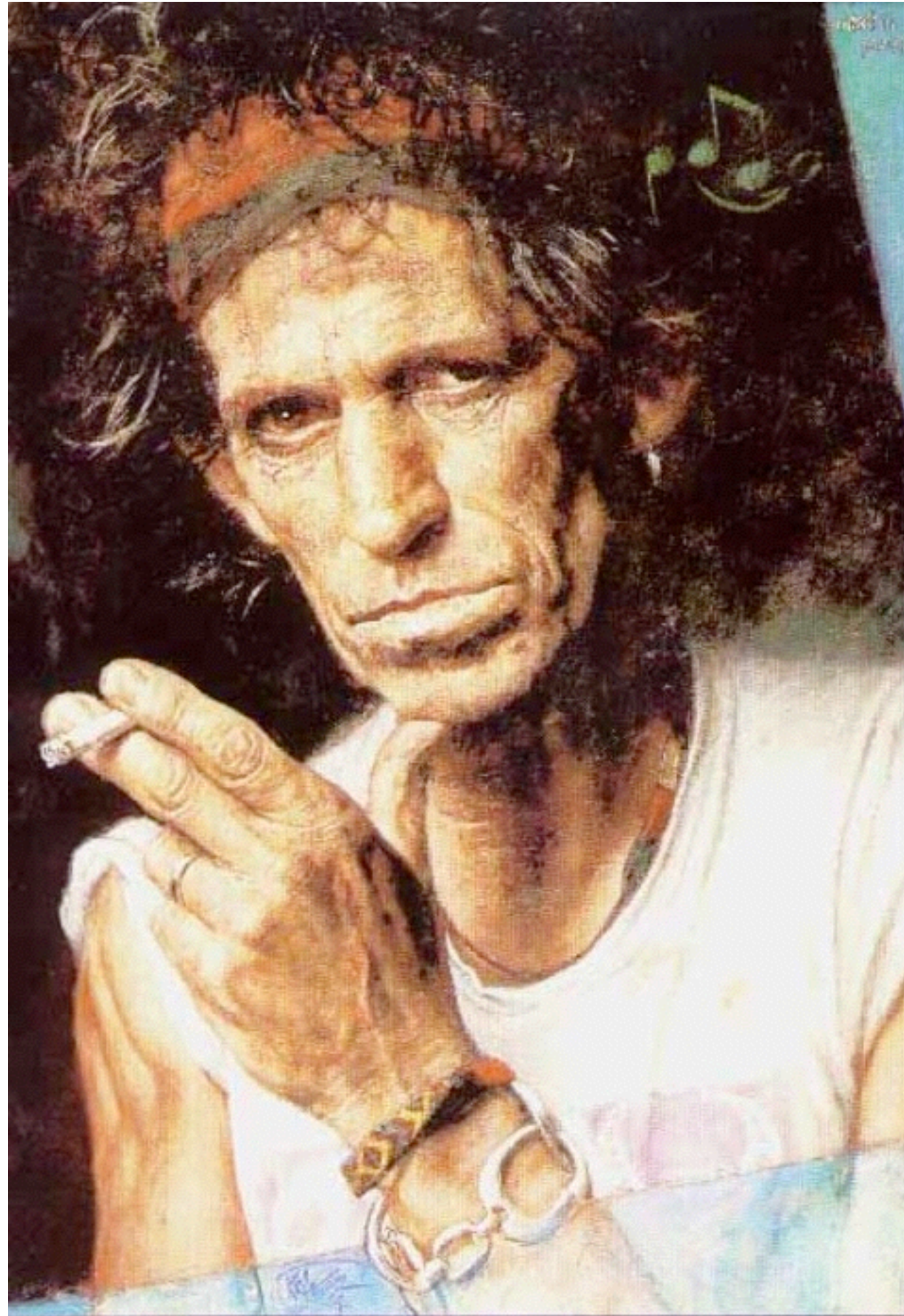
* 38 lip smackin' meals men can prepare
in the garage ... using their own tools!

Foreword by
JEFF "THE FRUGAL GOURMET" SMITH

Ross Shafer



For insight into what causes
most organizations to fail,
we always consult the
wisdom of a man whose had
50 years of uninterrupted
success...



Keith Richards - Rolling Stones

Sometimes we don't see that
WE are the problem.



The R.O.I. of Everything

**Controlling Costs re:
Industry-Specific Solutions**

Humalogy



VS.



The “Empty Bag” Issue





Laramar Apartment Homes - 55,000 units

“Industry-Specific” Client Experiences

The background of the image is a landscape during a sunset or sunrise. The sky is a gradient of colors, from a deep orange near the horizon to a dark, almost black blue at the top. In the foreground, there is a dark silhouette of a hillside that slopes upwards from the bottom left towards the right. On the left side of the hillside, there is a small cluster of trees, also in silhouette.

***Big Data**

***Digital Marketing**

***Customer Journey Mapping**

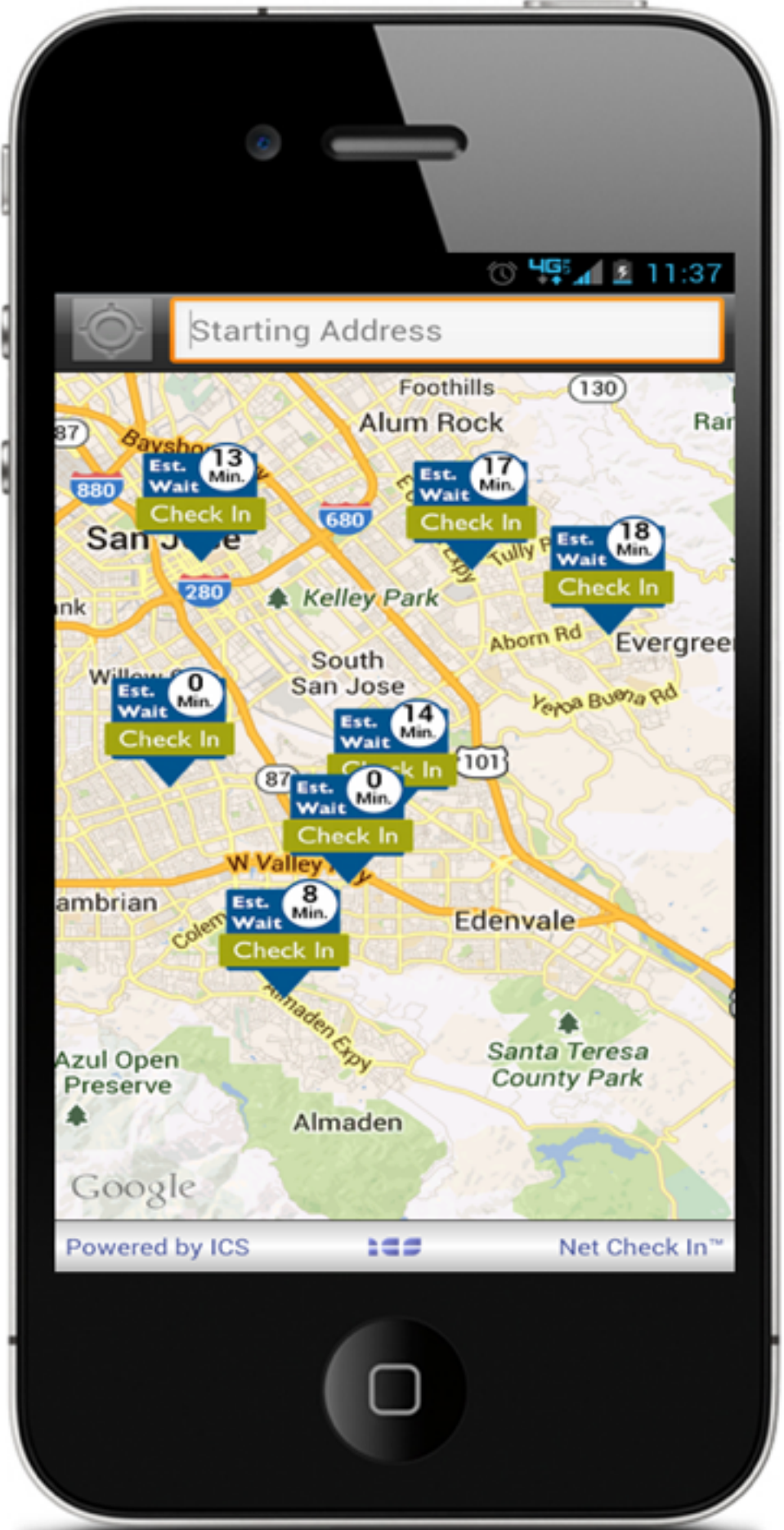
Persona #3

Stevie Radford

Stevie is 27 and single. Although he has a job in the financial district of NYC, he still loves to come to South Florida for Spring Break to get his beach fix.

He is typically the organizer of his five closest buddy's getaways. He loves to party. He gambles. He loves TRAIN and early COLD PLAY. He spends money on clothes, motorcycles, and travel. He brews his own craft beers but also considers himself a bit of a wine guy. He works hard because someday he hopes to own his own private jet.





Value Propositions Need Emotion

(Hint: tell better stories)

A Real Estate Sales Twist



Claudine Bowers 1922-2010



Staying Innovative Under Pressure

The background of the image is a landscape during a sunset or sunrise. The sky is a gradient of colors, from a deep orange near the horizon to a dark, almost black, blue at the top. In the foreground, there is a dark silhouette of a hillside that slopes upwards from the bottom left towards the right. On the left side of the hillside, there is a small cluster of trees, also in silhouette.

Tunnel Vision is Real



“Panic, Stress, and Anxiety are the usual suspects for tunnel and blurred vision. This occurs primarily because of a reduction of blood to the brain.”

Tunnel Vision is Real



“Panic, Stress, and Anxiety are the usual suspects for tunnel and blurred vision. This occurs primarily because of a reduction of blood to the brain.”

Peripheral Vision Prevents Injury



Russell
Wilson
sees (3)
receivers
AND
Whitney
Mercilus

**Go to the
'Wrong' Meetings.**

Hotel Events


FRIDAY 78° HIGH 78° LOW 68°
SATURDAY 77° HIGH 67° LOW
SUNDAY 76° HIGH 66° LOW
 9:34



Events for Wed. May 13, 2015

Group/Event	Room	Start/End
 GENERAL ELECTRIC		
BREAK OUT SESSION: GROUP A	Olympic 1	1:00 PM - 2:45 PM
BREAK OUT SESSION: GROUP B	Evergreen 3 & 4	3:25 PM - 5:00 PM
BREAK OUT SESSION: GROUP C	Cascade 7 & 8	3:25 PM - 5:00 PM
 RAYTHEON		
RAYTHEON SIX SIGMA	Cascade 1	8:30 AM - 4:30 PM
 Home Depot		
Awards Committee	Maxis Ballroom	10:00 AM - 11:00 AM
 Morrow Technologies		
Client Appreciation Lunch	Grand Ballroom 1 & 2	11:30 AM - 1:30 PM



~~“Can I help you?”~~





Search for Competitors in Your 'Blind Spot'



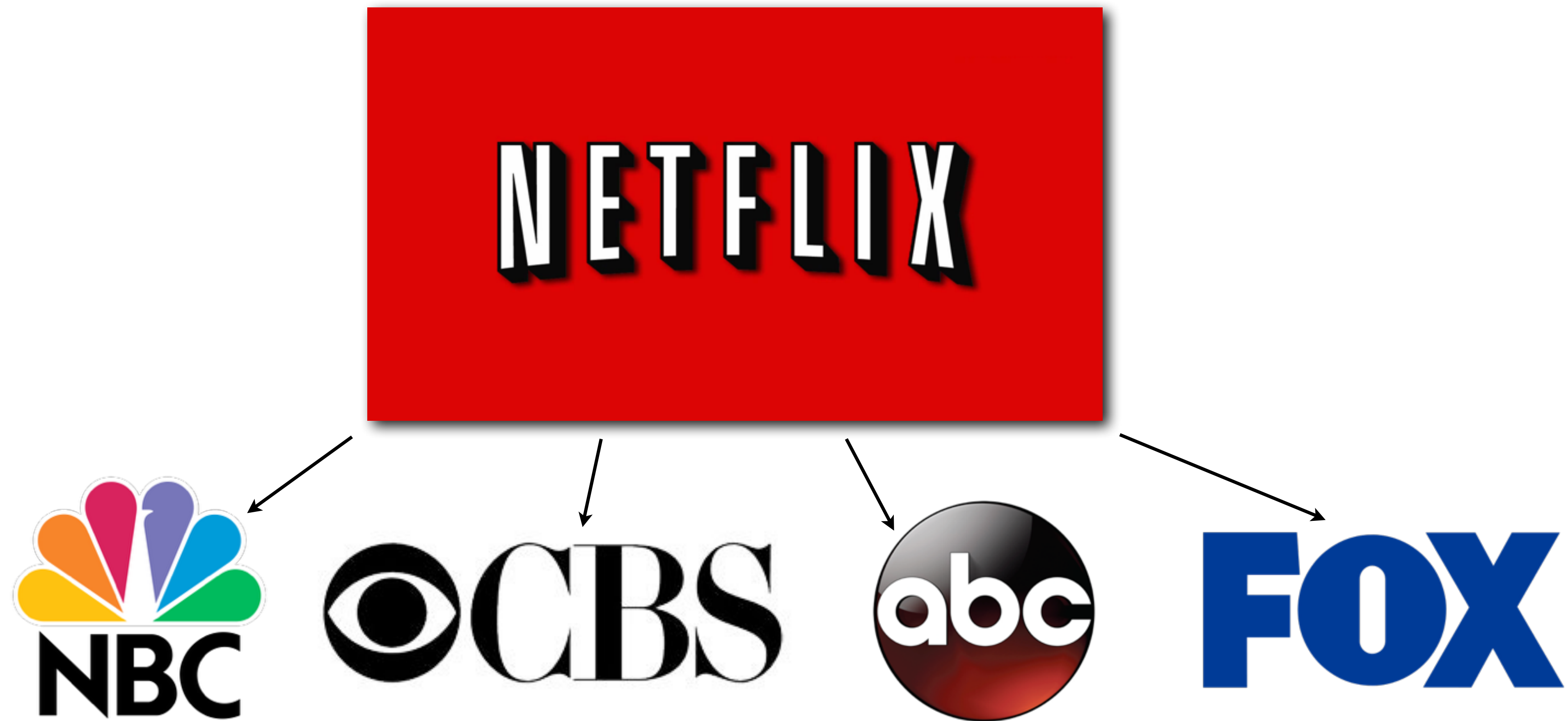
Who Got Your Music?



Now Who Wants Your Money?



Who Else Wants THIS Business?



Who Wants it ALL?



**Don't Let Human
Relationships Atrophy**





A Talk Show Skill You'll Want to Know

**“People want to
feel valued and
appreciated.
They want to
feel interesting”**



Katie Couric

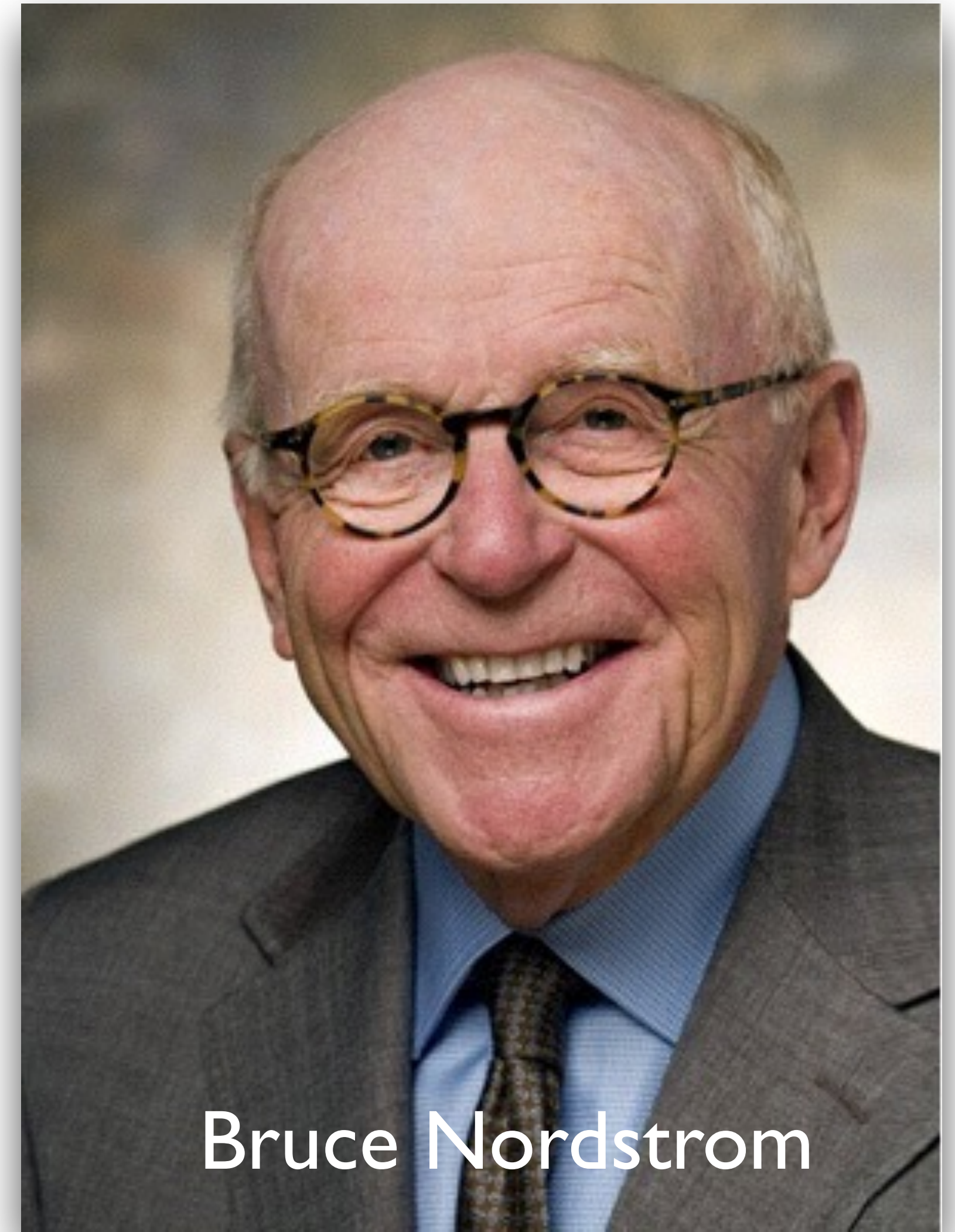
The Intentional Genius of

The Facebook logo, consisting of the word "facebook" in white lowercase letters on a blue rectangular background.

facebook



**Hiring & Retaining
Talent is Easier Than
it Looks**



Bruce Nordstrom



*97% of body is aluminum

*700 pounds lighter

*25mpg

Govt. Regulation:
combined 54mpg
by 2025

2015 F-150



Google says it's self-driving cars have had 11 Crashes



Chris Woodyard, USA TODAY

6:20 p.m. EDT May 11, 2015



(Photo: Eric Risberg, AP)

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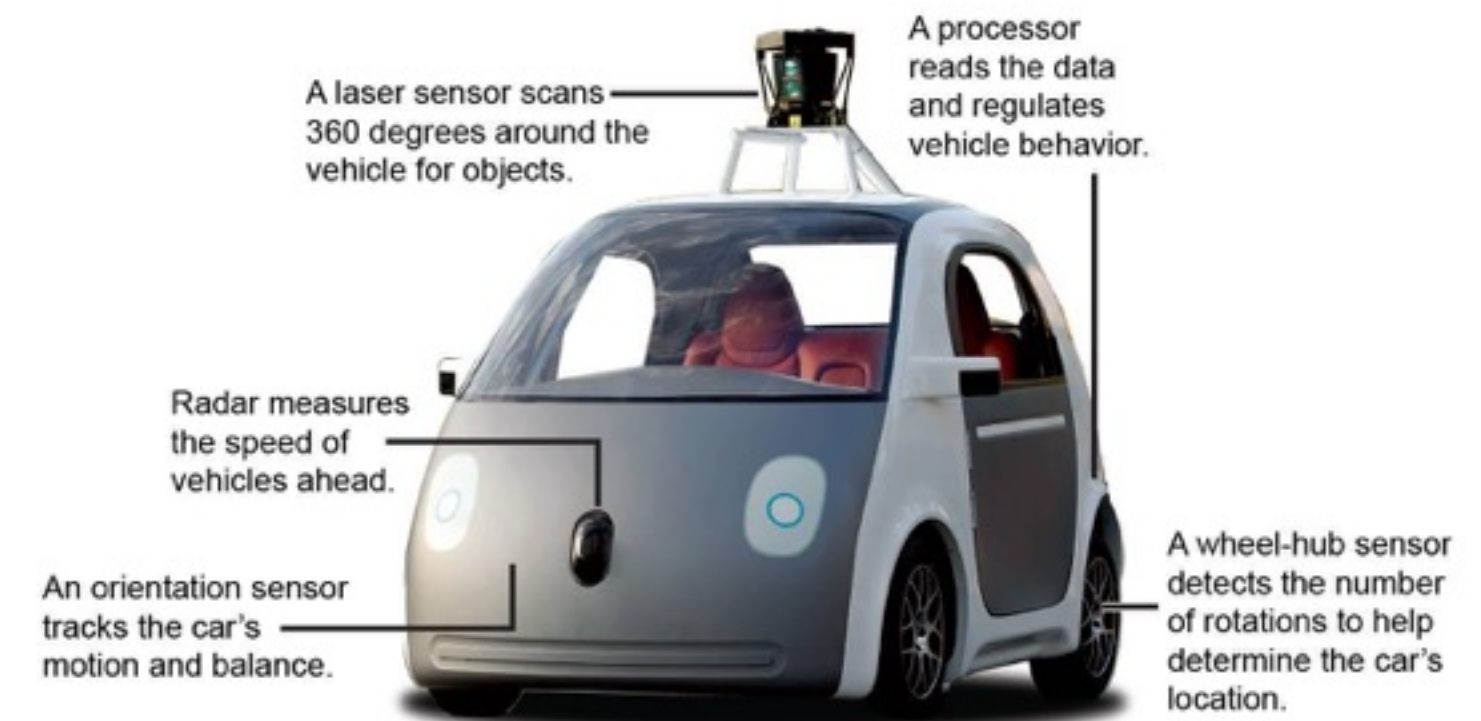
MORE

Google said Monday that its self-driving cars have been involved in 11 accidents over six years.

In a blog post, the director of Google's self-driving car program described all the accidents as minor, with no injuries, over 1.7 million miles of driving.

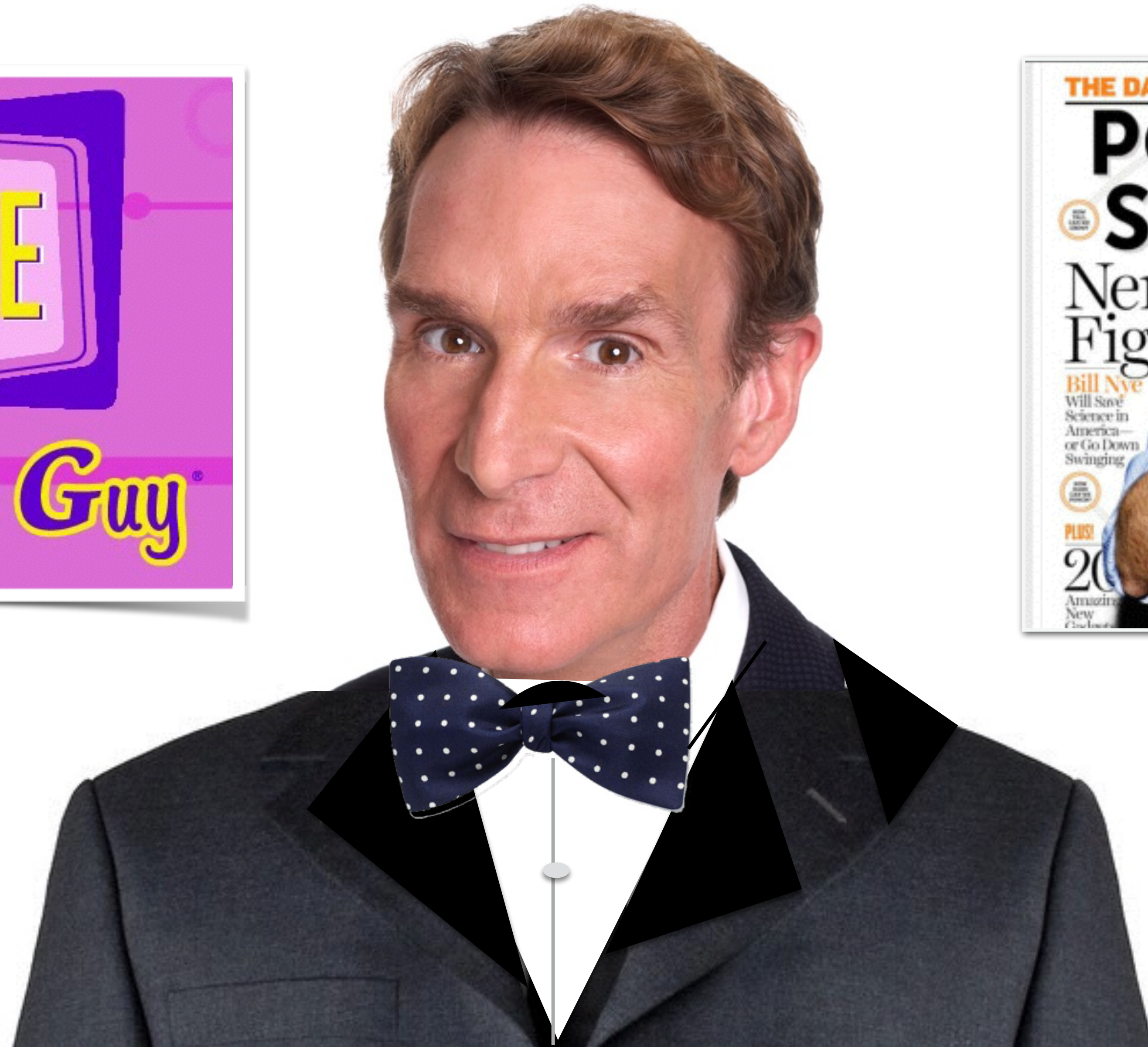
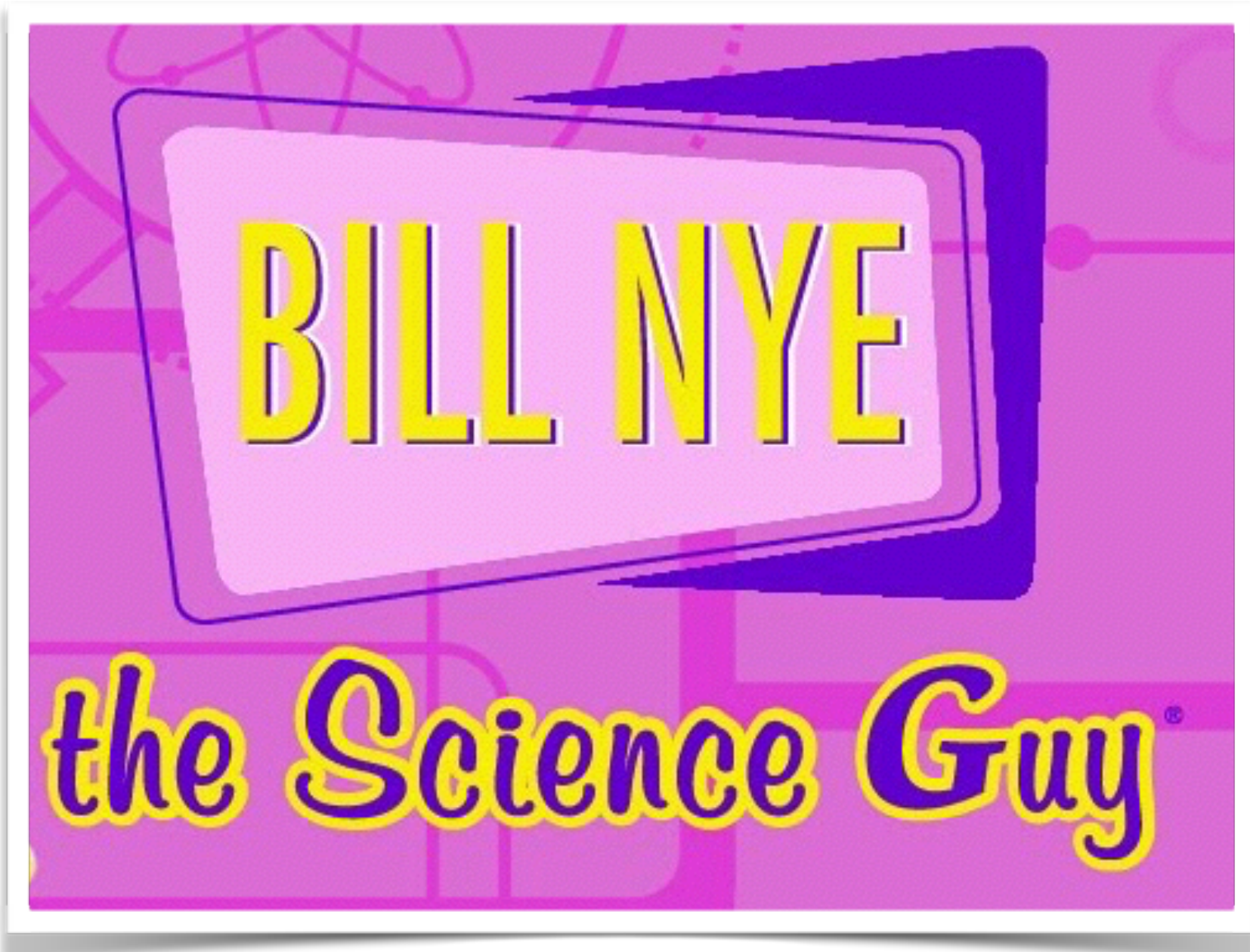
"Light damage, no injuries," wrote Chris Urmson.

Accidents occurred in the cars both when the car was driving itself and when it was being driven in a normal manner by a worker behind the wheel.

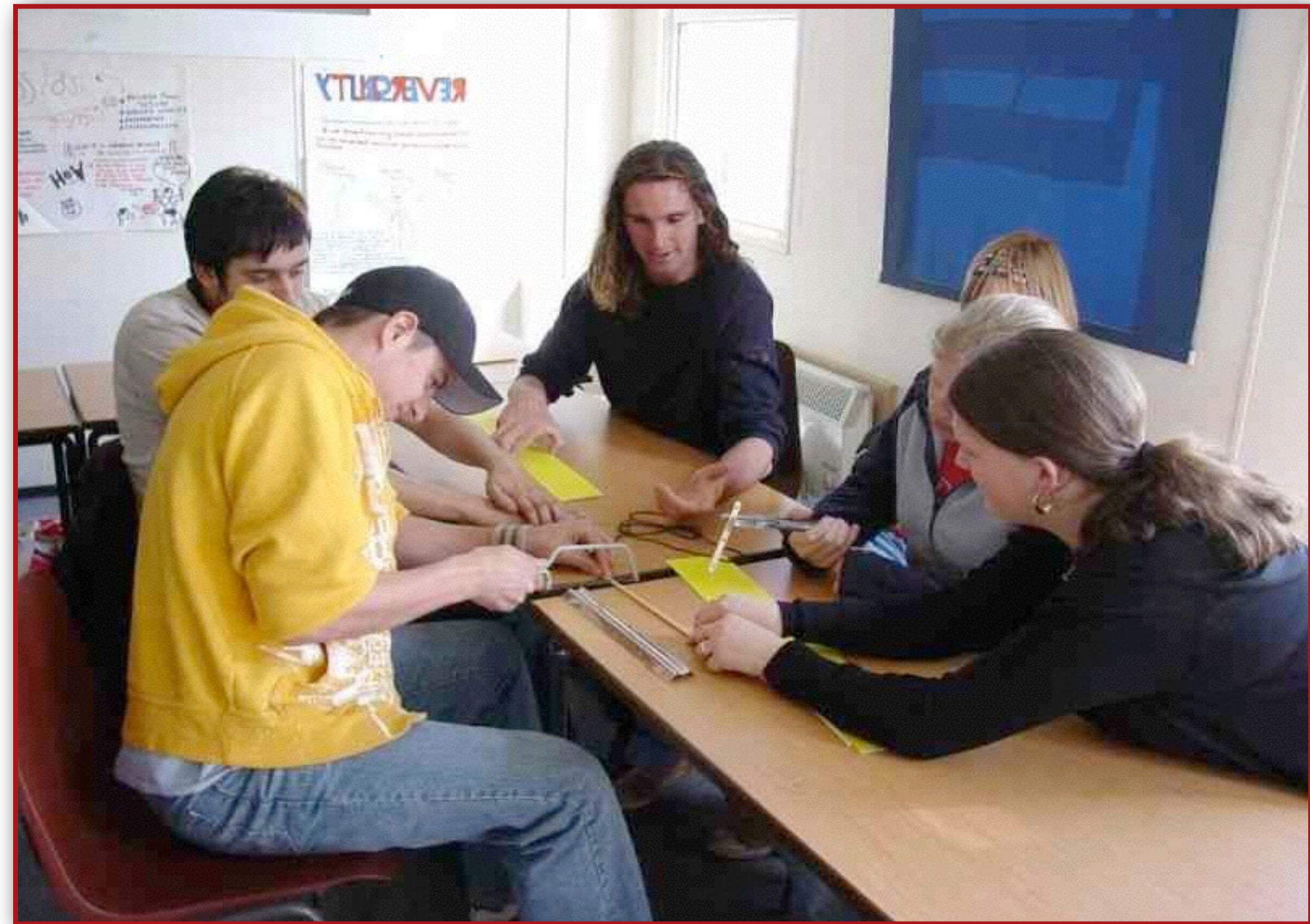


Source: Google

Raoul Rafoa / @latimesgraphics



**“48% of employers
are dissatisfied with
the oral
communications
skills of college
students.”**



Source: Achieve Academic Standards

Appoint a...

Chief Trending

Officer

Champion Your Team Members!



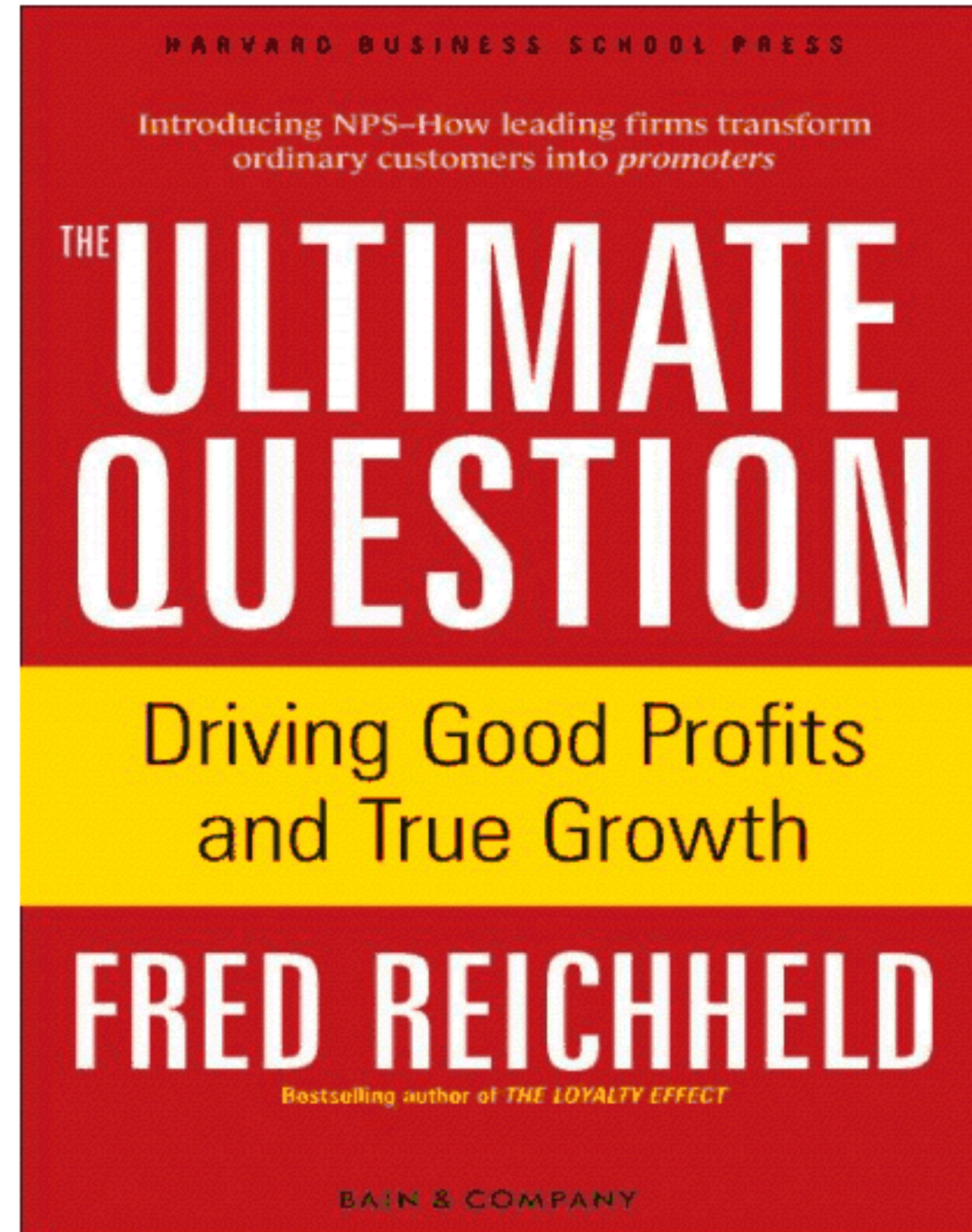
Millennials & iGen: What's Next?

A sunset scene with a dark silhouette of a hillside in the foreground. The sky is a gradient of orange and red, transitioning to a dark blue at the top. The text is overlaid on the upper part of the image.

**Your Final Moments
Often Create Long-Term
Loyalty**



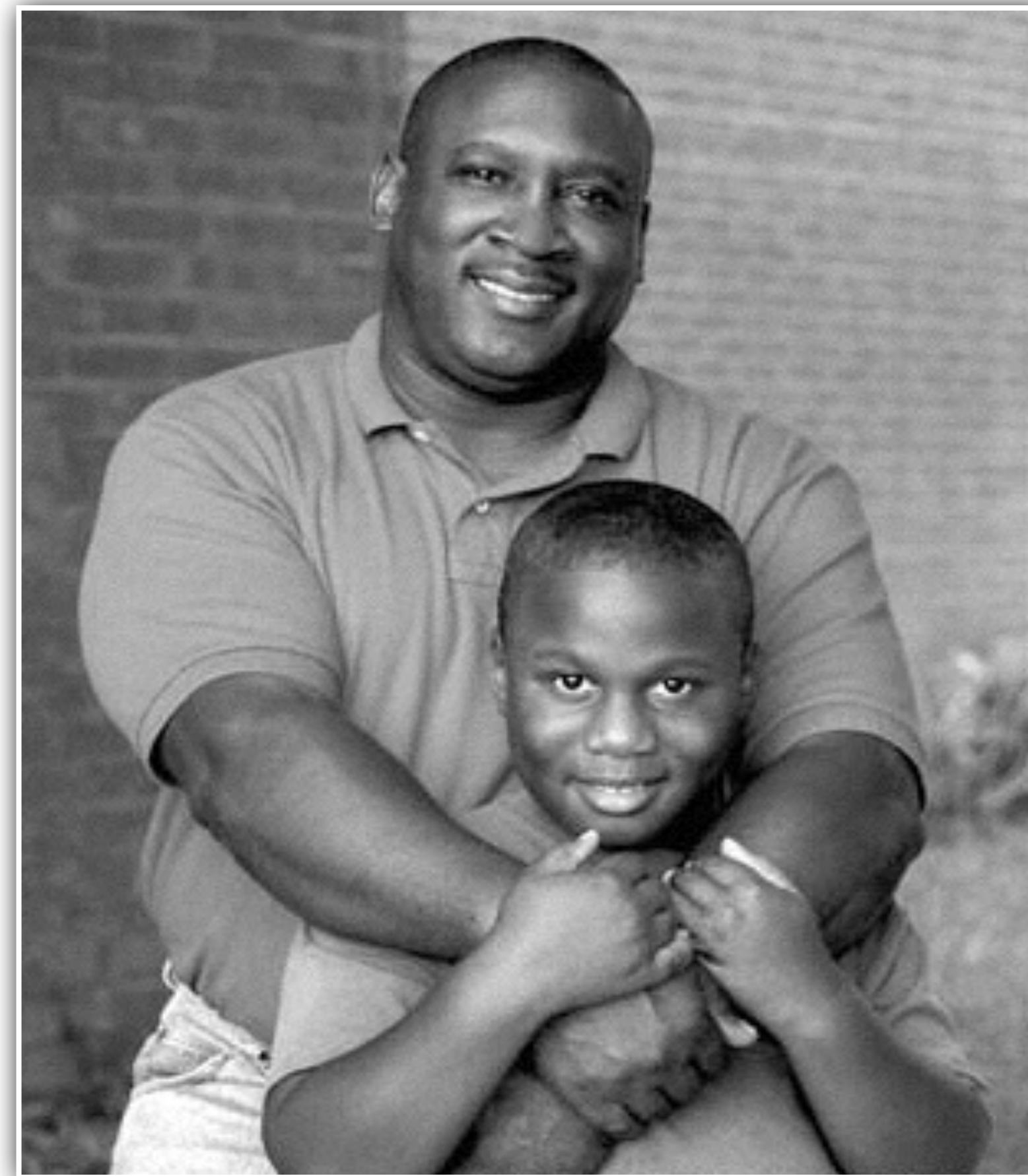
Tonight's KICKER Story



**Don't make people
think too hard
about YOU.**



**Allow People to Use
THEIR OWN WORDS.**



Your Legacy



Chuck Shafer 1927-2001



Ryan Shafer



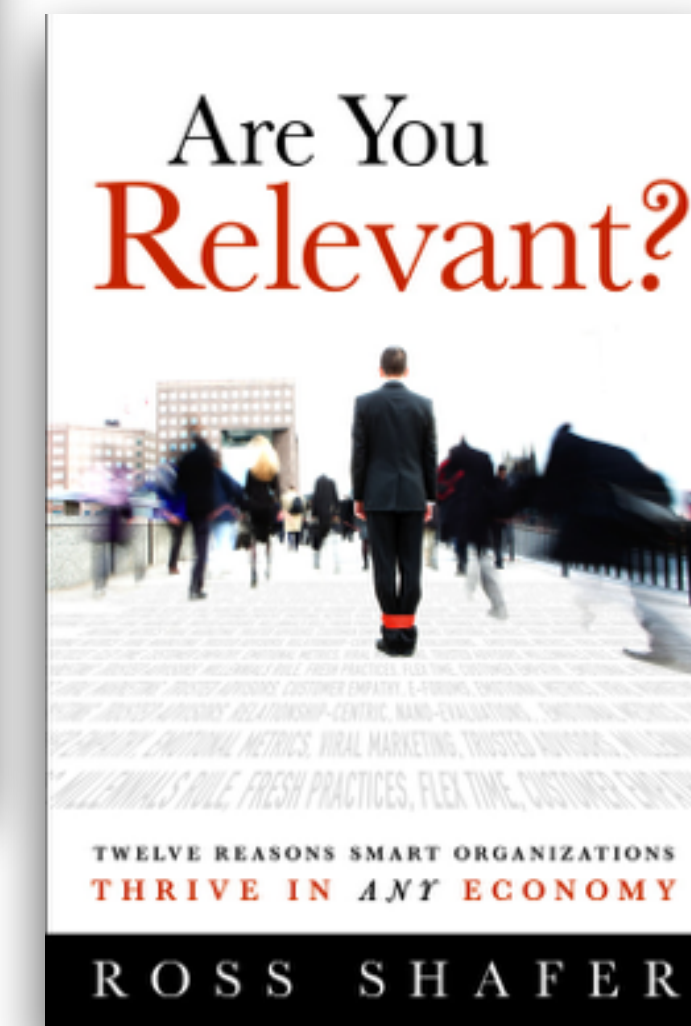
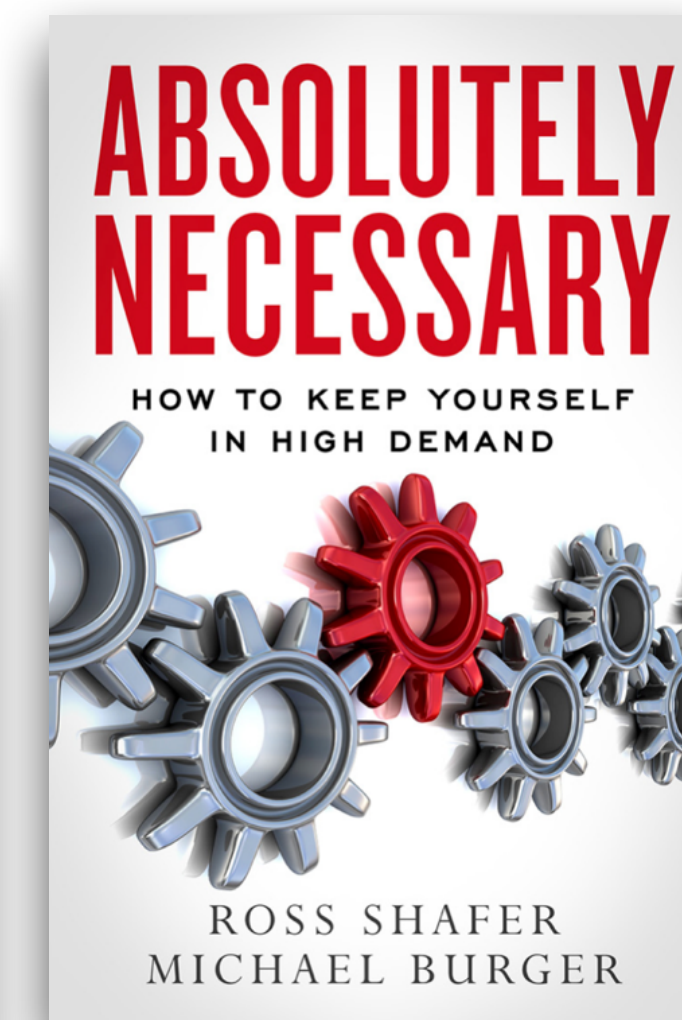
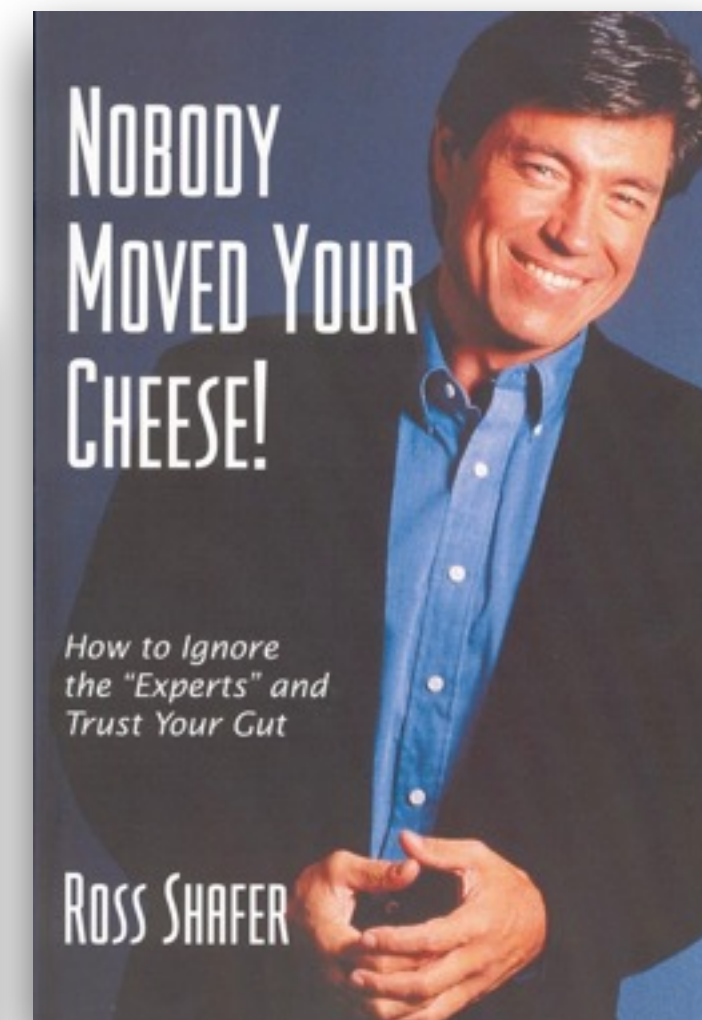
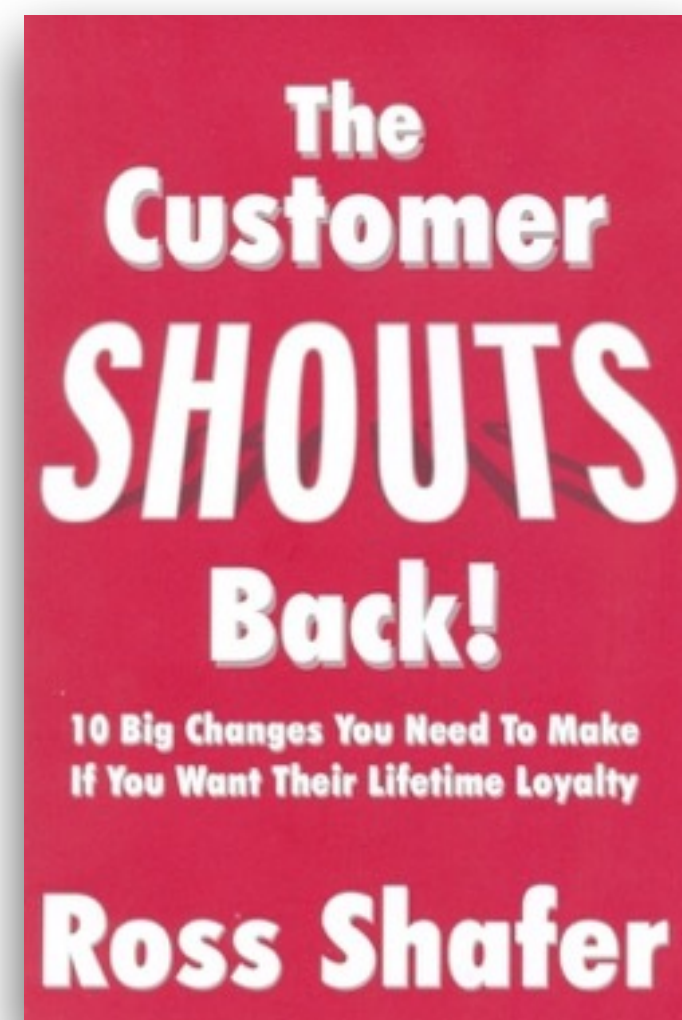
Adam Shafer



Leah, Ross, Lauren (Lolo), Ryan & Adam Shafer



Want Ross Shafer to Customize his Message for Your Company?



Please Call: Jo Borello at Eagles Talent: 1-973-313-9800
or Email JBorello@EaglesTalent.com